2

ACTIVISION U.K. LIMITED

FREE POST (LICENCE RG 1956)

READING

RG2 7BR

Activision/Electric Dreams

WIN SOFTWARE TO THE VALUE OF £100! SIMPLY FILL IN THIS QUESTIONNAIRE AND RETURN IT TO THE ADDRESS OVERLEAF AND YOU WILL AUTOMATICALLY BE ENTERED FOR OUR FREE PRIZE DRAW. AT THE SAME TIME YOU WILL HELP US IMPROVE THE QUALITY OF OUR PRODUCTS AND CUSTOMER SERVICE.

1) TITLE OF PRODUCT ______________ 2) DATE OF PURCHASE ______________

3) PLACE OF PURCHASE:- PLEASE TICK APPROPRIATE BOXES

[DEPARTMENT STORE] [COMPUTER/SOFTWARE SHOP] [MAIL ORDER]

OTHER ______________

4) MAKE OF COMPUTER:- [COMMODORE 64/128] [SPECTRUM] [AMSTRAD] [ATARI ST]

[AMIGA] [IBM COMPATIBLE] OTHER ______________ 5) [CASSETTE] [DISK]

6) HOW LONG HAVE YOU OWNED YOUR COMPUTER? [0-6 MONTHS] [6-12] [1-3 YRS] [3+]

7) HOW MANY COMPUTER GAMES DO YOU OWN? [1-5] [6-10] [11-20] [21-40] [40+]

8) HOW MANY ACTIVISION/ELECTRIC DREAMS GAMES DO YOU OWN? ______________

9) HOW MUCH DO YOU SPEND ON GAMES PER MONTH? [£0-10] [£11-20] [£21-40] [£40+]

10) HOW MANY ACTIVISION/ELECTRIC DREAMS GAMES DO YOU BUY PER MONTH? ______________

11) WHICH IS YOUR FAVOURITE GAME OF ALL TIME? ______________

BY ______________

12) WHY? ______________

13) DO YOU READ THE COMPUTER MAGAZINES? [YES/NO] IF SO, WHICH? ______________

14) HOW OFTEN DO YOU READ THEM? [WEEKLY] [FORTNIGHTLY] [MONTHLY] [LESS OFTEN]

15) DO YOU READ THE PREVIEWS/REVIEWS? [YES] [NO]

16) IF SO, DO THEY INFLUENCE YOUR DECISION TO BUY A GAME? [YES] [NO] [SOMETIMES]

17) WHICH FACTOR MOST INFLUENCED YOU TO BUY THIS GAME?

[FRIEND] [MAGAZINE ARTICLE] [PACKAGING] OTHER ______________

18) WHAT TYPE OF GAME DO YOU ENJOY THE MOST? [SHOOT 'EM UP] [ADVENTURE]

[STRATEGY] OTHER ______________

19) NAME ______________ 20) [MALE] [FEMALE]

21) ADDRESS ______________

TOWN/CITY ______________ COUNTY ______________ POST CODE ______________

22) AGE:- [LESS THAN 10] [11-15] [16-20] [21-25] [26-35] [OVER 36]

23) OCCUPATION:- [PROFESSIONAL] [BUSINESS/MANAGEMENT] [TRADE] [CLERICAL]

[STUDENT] OTHER ______________

THANK YOU FOR YOUR HELP